

WKMG

ORDER

Print Date 08/09/12 Page 1 of 2

Flight Dates 08/11/12-08/14/12

Order Sep 00:15:00

Contract / Revision **256471** /

256471

Product

FOR STATE SENATE

Original Date / Revision
08/09/12 08/09/12

Agency Com 15%

Billing Contact

Advertiser POL/Geraldine Thompson/D.

2260 Wednesday #100
Tallahassee, FL 32308

Agency **Uzzell Group**

Buying Contact

Sales Office NAT

Sales Region NAT

Agency Ref

**1500 Mahan Drive
Tallahassee, FL 32308**

Estimate #

Alt Order #

<u>Billing Type</u>	Cash
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<u>Order Type</u>	GENERAL
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<u>Billing Cycle</u>	EOM/EOC
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Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-1

Advertiser Ref

Primary Account Executive
National House

Account Executive	Order%	Start Date	End Date
National House	100%		

Order Share 100% Market Value 7600

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	12	\$6,460.00	\$7,600.00	0.00
Totals	12	\$6,460.00	\$7,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	12	\$6,460.00	\$7,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WKMG	08/11/12	08/11/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
N 2	WKMG	08/11/12	08/11/12	Sat 7p News Sat Local 6 News at 7p	CM	Sat 7-8p	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S-		1		\$550.00		0.00					
N 3	WKMG	08/12/12	08/12/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S		1		\$250.00		0.00					
N 4	WKMG	08/13/12	08/13/12	11-12p Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	M-----		1		\$650.00		0.00					



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Contract / Revision

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Flight Dates 08/11/12-08/14/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:15:00

Advertiser POL/Geraldine Thompson/I Product FOR STATE SENATE

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 5	WKMG	08/13/12	08/13/12	Morn News at 6a Morn News at 6a	CM	6-7a	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$800.00		0.00			
N 6	WKMG	08/13/12	08/13/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$600.00		0.00			
N 7	WKMG	08/13/12	08/13/12	2-3p The Talk The Talk	CM	2-3p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$650.00		0.00			
N 8	WKMG	08/13/12	08/13/12	News at 6p News at 6p	CM	6-630p	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$900.00		0.00			
N 9	WKMG	08/13/12	08/13/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$800.00		0.00			
N 10	WKMG	08/14/12	08/14/12	Morn News at 530a Morn News at 530a	CM	530-6a	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$600.00		0.00			
N 11	WKMG	08/14/12	08/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	-T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$800.00		0.00			
N 12	WKMG	08/14/12	08/14/12	CBS This Morning The Early Show	CM	7-9a	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$600.00		0.00			
Totals														12	\$7,600.00